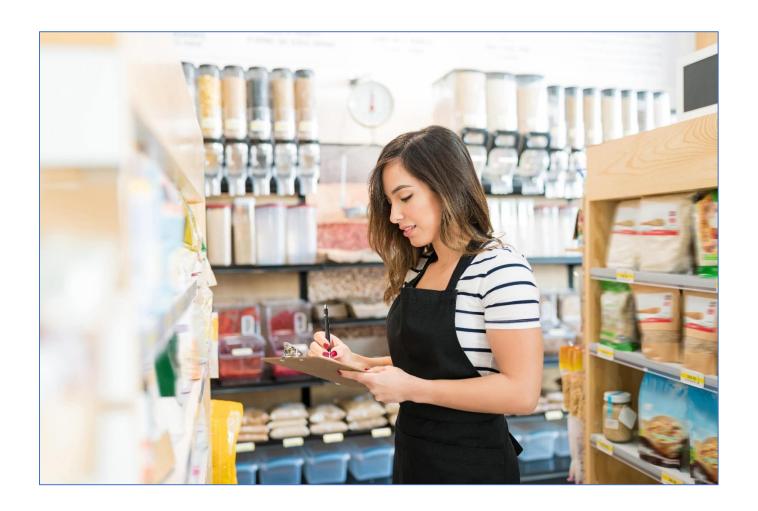
# Challenge 3 - Customer Insights



#### **INTRODUCTION**

I am a Customer Insights Analyst for 'The General Store', to analyze the following tables to find out crucial information about your customers to provide to your marketing team?

#### **TABLES**

Here are the tables I will be using for analysis

#### customers

customer_id	first_shop	age	rewards	can_email
1	2022-03-20	23	yes	no
2	2022-03-25	26	no	no
3	2022-04-06	32	no	no
4	2022-04-13	25	yes	yes
5	2022-04-22	49	yes	yes
6	2022-06-18	28	yes	no
7	2022-06-30	36	no	no
8	2022-07-04	37	yes	yes

### orders

order_id	customer_id	date_shop	sales_channel	country_id
1	1	2023-01-16	retail	1
2	4	2023-01-20	retail	1
3	2	2023-01-25	retail	2
4	3	2023-01-25	online	1
5	1	2023-01-28	retail	3
6	5	2023-02-02	online	1
7	6	2023-02-05	retail	1
8	3	2023-02-11	online	3

### baskets

order_id	product_id
1	1
1	2
1	5
2	4
3	3
4	2
4	1
5	3
5	5
6	4
6	3
6	1
7	2
7	1
8	3
8	3

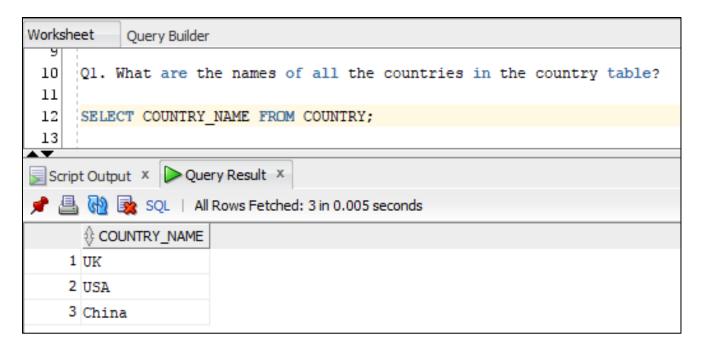
# products

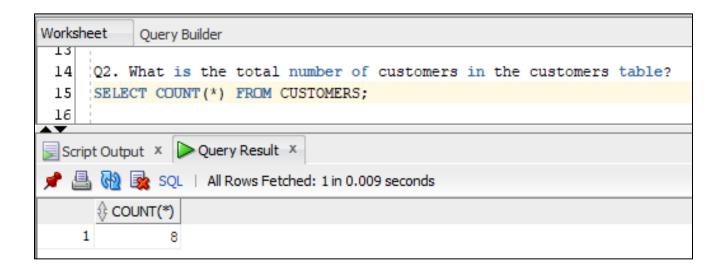
product_id	category	price
1	food	5.99
2	sports	12.49
3	vitamins	6.99
4	food	0.89
5	vitamins	15.99

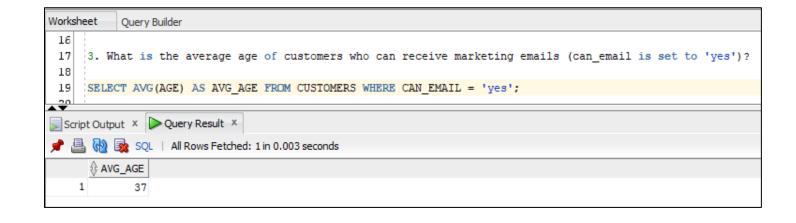
## country

country_id	country_name	head_office
1	UK	London
2	USA	New York
3	China	Beijing

#### FOLLOWING ARE THE BUSINESS ANALYSIS DONE TO SHOWCASE THE MARKETING TEAM



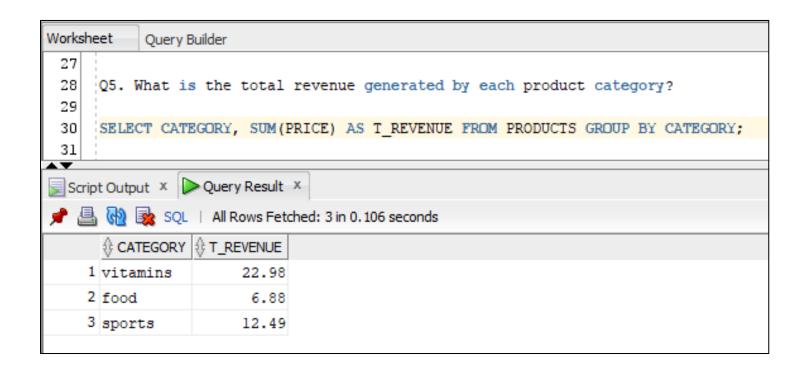




```
Worksheet
           Query Builder
 21
     Q4. How many orders were made by customers aged 30 or older?
 22
 23 SELECT COUNT (o.order id) AS order count
 241
     FROM orders o
     JOIN customers c ON o.customer id = c.customer id
 25 l
     WHERE c.age >= 30;
 28
 27
Script Output X Query Result X
🦸 📇 🙌 💁 SQL | All Rows Fetched: 1 in 0.011 seconds

⊕ ORDER COUNT

    1
                   3
```



```
Worksheet Query Builder

34
35
Q6. What is the average price of products in the 'food' category?

36
37
38

SELECT CATEGORY, AVG (PRICE) FROM PRODUCTS WHERE CATEGORY = 'food' GROUP BY CATEGORY;

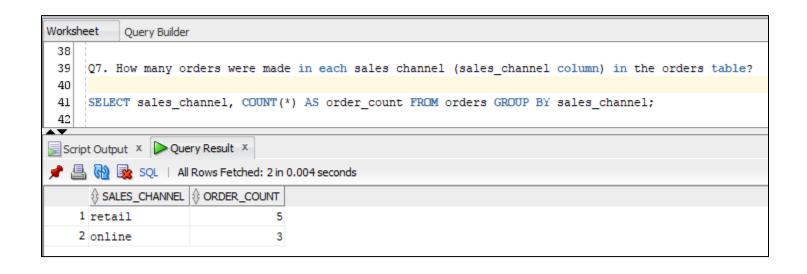
38

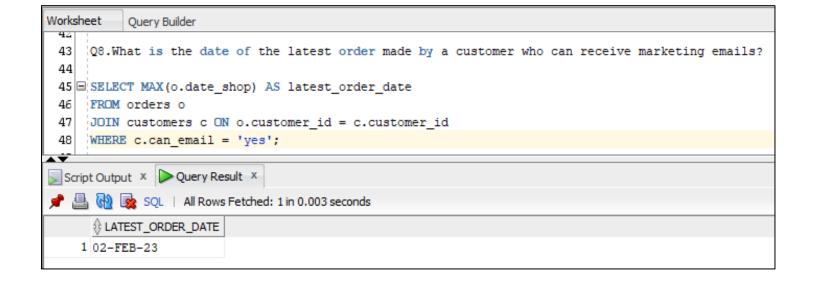
Script Output × Query Result ×

Script Output × Query Result ×

CATEGORY AVG (PRICE)

1 food 3.44
```





```
Worksheet
           Query Builder
 77 @ Q9. What is the name of the country with the highest number of orders?
 79
     SELECT *
     FROM (
 80
          SELECT
 81
              c.country_name,
 82
 83
              COUNT(o.order id) AS order count
 84
         FROM
 85
              country c
         JOIN
 86
 87
              orders o ON c.country id = o.country id
         GROUP BY
 89
              c.country_name
 90
          ORDER BY
 91
              order count DESC
 92
 93
     WHERE ROWNUM = 1;
Script Output X Query Result X
📌 🖺 🙌 🗽 SQL | All Rows Fetched: 1 in 0.004 seconds
      ⊕ COUNTRY_NAME | ⊕ ORDER_COUNT
    1 UK
                                  5
```

